VISUALIZE™

The ValueSelling Framework®

Workshop Overview

Our proprietary ValueSelling Framework® was founded on a practical, sustainable methodology that uncovers a prospect's critical business issues and enables the salesperson to link the unique value of their solution to those issues. Through personalized classroom instruction, we arm sales executives with strategies to access and dialogue with executive decision-makers, diagnose stalled decisions, increase forecast accuracy, eliminate discounting, and increase deal size. ValueSelling is a simple approach to connect to the criteria by which customers will ultimately make their decisions. By executing the steps of the ValueSelling methodology, sales executives have furthered their careers and reached higher achievement than ever before.

ValueSelling provides the formula to help sales professionals:

- Eliminate the "No Decision" sales cycle
- Improve win rates
- Use a repeatable road map
- Focus on the customer's business issues
- Leverage the customer's buying process
- Reduce discounting
- Unify your customer-centric team
- Improve close rates
- Develop and leverage best practices
- Up-sell new products

The strength in ValueSelling is that it is a sales process that can be duplicated in every complex selling situation: business-to-business or business-to-customer. It is based on easy-to learn, repeatable steps. We provide sales professionals with the tools they need to save time, effort, and resources in all selling situations, while minimizing the risk of losing the sale or wasting time on those prospects who will never buy. They will learn how to quickly diagnose stalled sales, increase forecasting accuracy, expand each sales opportunity, and reduce discounting.

Although the concepts may seem complex at first, the reason ValueSelling works is because it is a very simple, executable, and powerful sales process:

- Qualifying – Does the prospect have a business/personal issue that you can solve?
- Effectively Positioning Your Capabilities in the Context of Client Issues – Can your product or service solve those issues?
- Asking the Right Questions – Do you have the right information to provide the very best solution?
- Differentiation – What makes you stand out from the competition in the mind of the prospect?
- Developing the Value – Have you clearly connected the unique benefits of your product or service to their specific business and personal issues?
- Identifying Power – Do you have access to the ultimate decision-maker?
- Crafting a Mutual Plan – Do you have a plan in place to move the sale forward?
- Closing the Sale – Achieving success

Visualize for ValueSelling | Copyright ©2007-2025 by ValueSelling Associates, Inc. | Creators of the ValueSelling Framework®